

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

**RJR Account #442680**

M. Gandulla  
MOUNTAIN CANDY

**JUNE: DORAL B1G1F / PROMOTION #800432**

Dear Mark:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	<u>3</u>
Ult Light 100	12300-25363	<u>3</u>
Lt Box 100	12300-25370	<u>3</u>
FF Box 100	12300-25369	<u>3</u>

**DISPLAY DETAIL (#541865)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

**PO #051898**

Product / Display Arrival:

**May 18, 1998**

Ship Date to Retail:

**Week of: June 8, 1998**

SKU CUBE:

**0.4955**

SKU WT (w/o Product):

**1.1000 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$847.18**

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51844 8957

-2-  
B1G1F  
MOUNTAIN CANDY

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE:

DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis.  
This equates to \$58.80 (12 (6M) case(s) @ \$4.90). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean  
L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

JNB1-432.DOC

51844 8958

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 20  
 DATE: 98-04-29  
 TIME: 10:58 AM

 WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN B1G1P  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	748815	CAROUSEL FOOD MART	906 NORTH ST # 90	ENDICOTT	NY	13760	1				(607) 748-3633
162204	162233	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	3			947259	(607) 637-4943
162204	162226	724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	2			977264	(607) 862-3038
162204	162226	743920	MAIN STREET BP	77 MAIN ST	BINGHAMTON	NY	13905	1				(607) 724-4271
162206	162234	728531	RAINBOW FUELS & OIL	T/A THE PITT STOP	COOPERSTOWN	NY	13326	1				(607) 547-9572
162210	162227	569038	MOM & POP'S	265 SULLIVAN STRE	WURTSBORO	NY	12790	1				(914) 888-4213
162210	162233	654303	ULTRA POWER CORP	MAIN ST. & ROCK A	LIVINGSTON MAN	NY	12758	1		2472-0000		(914) 439-5251
162210		667376	ULTRA POWER FOODMAR	RTE 17K	BLOOMINGBULL	NY	12721	1		2472-0000		(914) 733-5885
162210	162227	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLSBUR	NY	12779	1			965038	(914) 434-7825
162210	162227	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	1			964809	(914) 434-7072
162210		675062	ULTRA POWER MONTICE	RACEWAY RD & JEFF	MONTICELLO	NY	12701	1		2472-0000		(914) 794-1802
162210		675063	ULTRA POWER LIBERTY	RT. 17 & SULLIVAN	LIBERTY	NY	12754	1		2472-0000		(914) 292-9014
162210		675064	MOBIL MINI MART	KHOTIAR CORP.	COCHECTON	NY	12726	1			964932	(914) 932-8866
162210	162227	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETOWN	NY	10940	1			970285	(914) 342-8866
162210	162227	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETOWN	NY	10940	1			967042	(914) 361-5113
162210	162227	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	2				(914) 361-0883
162210	162227	691930	FINE MART, INC.	RT. 42	KIAMESHA LAKE	NY	12751	1				(914) 796-1133
162210	162234	698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474	1				(607) 326-7133
162210	162327	703094	A&T PETROLEUM	PO BOX 1103	PINE BUSH	NY	12566	1			964510	(914) 744-5182
162210	162233	705602	KELLY'S DELI	210 N MAIN ST	LIBERTY	NY	12754	1				(914) 292-1182
162210	162227	706643	JET MART	236 E MAIN ST	MIDDLETOWN	NY	10940	1			968784	(914) 344-4420
162210	162227	723846	GILL MART	76 E MAIN ST	MIDDLETOWN	NY	10940	1				(914) 344-0192
162210		732078	MOBIL FOOD MART	RT 17K	BULLVILLE	NY	10915	1				(914) 361-3919
162210	162227	732084	SONNY'S QUICK MART	3 JEFFERSON ST	MONTICELLO	NY	12701	3				(914) 794-4376
162210		732088	Z.S.&S CORP.	150 BROADWAY	MONTICELLO	NY	12701	1				(914) 794-2127
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	1			981142	(914) 342-5133
162210	162227	748865	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				(914) 796-1052
162210	162227	748866	PARK CIRCLE CONV	203 NORTH ST	MIDDLETOWN	NY	10940	1				(914) 344-0410
162210		748868	STEVE'S COUNTRY	ROUTE 31 4775	GLEN SPEY	NY	12737	1				(914) 858-1070
162210		752648	NEIL PETRO	P O BOX 308	WOODBOURNE	NY	12788	1				(914) 436-7862
162210		762745	NK MART	OLD ROUTE 17	ROSCOE	NY	12776	2				(607) 498-4941
162210	162227	765912	CITGO QUICK STOP	ROUTE 53 COUNTY R	LOCH SHELDRAKE	NY	12759	1				(914) 434-5957
162210	162227	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETOWN	NY	10940	1				(914) 343-6062
162210	162227	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETOWN	NY	10940	1			925586	(914) 361-4466
162210		654302	SUNOCO ULTRA POWER	RT. 17 WEST	PARKSVILLE	NY	12768	1		2472-0000		(914) 292-1231
162210		590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764	1			952150	(914) 252-3200
162210		626503	ROSCOE MART	BOX 661	ROSCOE	NY	12776	1				(607) 498-5341
162210	162227	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1			954644	(914) 355-2829
162210	162227	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701	1			919464	(914) 794-4050
162210	162233	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	1			922062	(914) 292-2413
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	2				(914) 692-0803
162210		475191	GETTY	ROUTE 52	ELLENVILLE	NY	12428	1			946491	(914) 647-6011

5

51844 8959

WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN B1G1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1			927038	(914) 794-4460
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1			928895	(914) 292-1655
162210	162227	443887	EXPRESS MOBIL	361 BROADWAY	MONTICELLO	NY	12701	3				(914) 791-5142
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701	2			941617	(914) 794-8421
162210	162227	178199	OELKERS STORE	PO BOX 74 ROUTE 9	BARRYVILLE	NY	12719	1			906099	(914) 557-6044
162210		543650	ULTRA POWER MART	RT. 17 B	WHITE LAKE	NY	12786	1		2472-0000		(914) 583-7313
162210	162227	191649	WALLY MART SUNOCO	FAIRLAWN AVE & RT	MIDDLETOWN	NY	10940	1	NYS	2358-0000	956946	(914) 342-0135
162210	162227	209401	WILSON FIELD MOBIL	DOLSON AVENUE	MIDDLETOWN	NY	10940	1	NYS	2358-0000	442680	(914) 342-4224
162210	162227	179216	DOLSON MOBIL	DOLSON ROUTE 17	MIDDLETOWN	NY	10940	1	NYS	2358-0000		(914) 342-0135
162210	162227	557522	WALLACE OIL CO., INC	471 NORTH ST	MIDDLETOWN	NY	10940	1	NYS	2358-0000	960245	(914) 342-6799
162304	162322	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	1				(518) 449-3110
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	1			949461	(914) 758-6165
162306	162329	693696	ASIAN AMERICAN	RT 199 BOX 421	PINE PLAINS	NY	12567	1			970798	(518) 398-6519
162307	162330	179819	CARTON GROCERY, INC	80 LAKE DR	CONGERS	NY	10920	1		2757-1100	963991	(914) 268-6291
162307	162327	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1				(914) 255-4420
162307		769307	MAISIES QWIK DELI	357 N PLANK RD	NEWBURGH	NY	12550	1				(914) 564-5866
162307		804417	HOMESTEAD DELI	305 HOMESTEAD AVE	MAYBROOK	NY	12543	1				(914) 427-2595
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		5474-0000		(914) 567-0408
162307	162327	733040	JAMAN ENTERPRISE LT	5004 ROUTE 9 WEST	NEWBURGH	NY	12550	1		0362-0102		(914) 562-4242
162307	162327	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	1			481952	(914) 564-4410
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				(914) 255-7830
162307	162327	472372	CHILIANA E ASSOC. IN	69 N PLANK RD	NEWBURGH	NY	12550	2	NYS	0362-0102	046912	(914) 561-1391
162307	162327	769218	A-PLUS #60026	78 STATE ROUTE 17	NEWBURGH	NY	12550	1	NYS	0362-0102		(914) 564-2592
162308	162328	659740	JULIANS DELI	RT 9G BOX 956	HYDE PARK	NY	12538	1			953281	(914) 229-9829
162308	162328	696005	CAMPUS DELI CITGO	256 NORTH RD	POUGHKEEPSIE	NY	12601	1			965186	(914) 486-4504
162308	162329	701607	SHURFINE FOODS	RT.22 BOX 625	WINGDALE	NY	12594	1				(914) 832-9361
162308	162328	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VALLE	NY	12569	1				(914) 635-8423
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	1				(914) 298-1493
162308	162329	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSIE	NY	12603	1		1449-0000	946194	(914) 452-4965
162308	162328	785310	COLLEGE VIEW BAKERY	7 COLLEGEVIEW AVE	POUGHKEEPSIE	NY	12603	1				(914) 483-0000
162308	162328	785311	CUTTYS DISCOUNT BEV	23 VASSAR RD	POUGHKEEPSIE	NY	12603	1				(914) 462-1820
162308	162329	473929	HARLEM VALLEY BEVER	RR 2 BOX 212	WINGDALE	NY	12594	1			950378	(914) 832-9093
162308	162328	619804	VALUE RITE THRIFT	650 VIOLET AVE	HYDE PARK	NY	12538	1				(914) 229-0438
162309	162329	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	12582	1				(914) 227-6917
162309	162329	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1			965327	(914) 878-2557
162309	162330	312721	J & R SUNOCO, INC.	DBA O'BRIEN'S 1-S	MOUNT IVY	NY	10970	1		2358-0000		(914) 354-5494

PAGE BREAK TOTAL ACCOUNTS 78 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 78 TOTAL QUANTITY 90

# DORAL

## Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

### POS Card/ Alternate Header



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

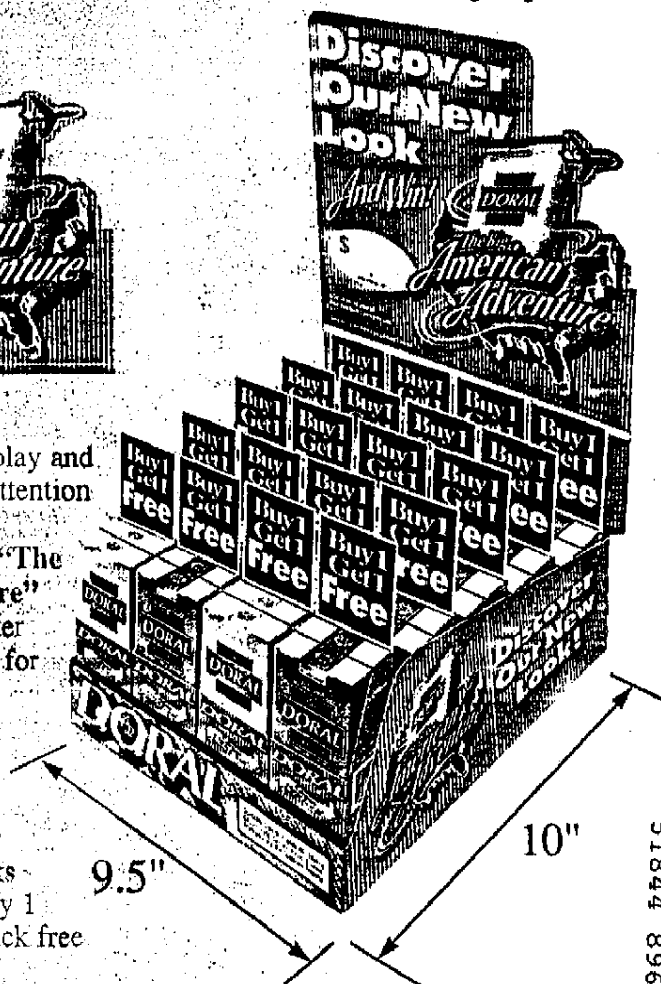
### Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

### 2-Pack Sleeve



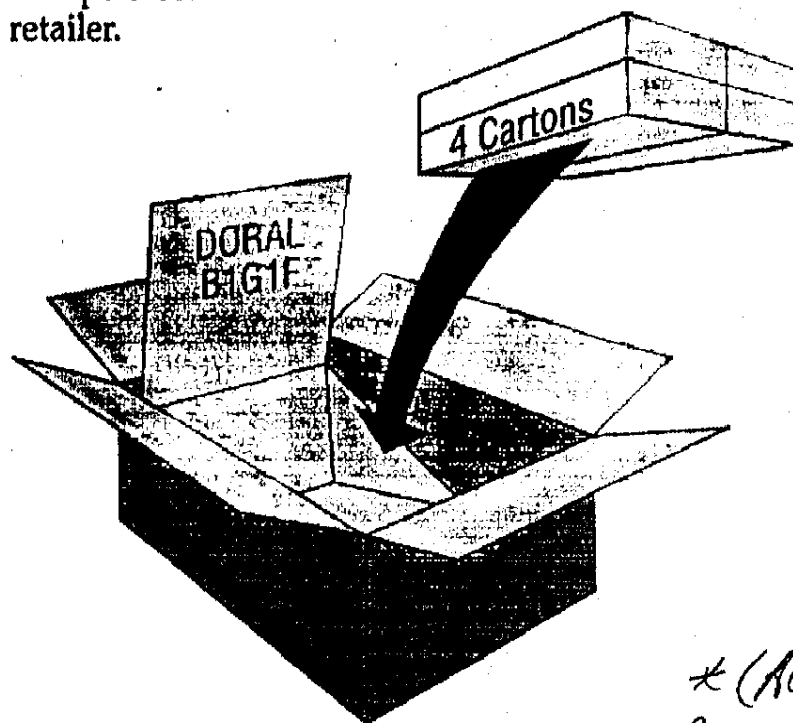
### Counter Display



SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****2ND QTR. '98****June DORAL B1G1F****(Buy 1 Pack Get 1 Free)****STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	WLT LT 100	FF Box 100	Lt Box 100		
Number of Cartons	1	1	1	1		

\* (Accts w/15 or less)  
Ensure Band Mix  
if only 2 styles  
are shipped

51844 8962